

PUBLIC RELATIONS ASSISTANT \*  
Or  
PUBLICITY ASSISTANT \*

**Function of Job:**

Under general supervision of designated supervisor, to assist in coordinating total publicity, public relations, marketing, promotional and/or customer relations programs.

**Characteristic Duties and Responsibilities:**

1. Provide accurate, engaging information for publications, the press, state and local organizations, and other promotional outlets.
2. Collect, edit and/or write program information, newsletters, web pages, bulletins, press releases and other communications from outside sources and own research.
3. Working with appropriate administrator, design and follow through of general promotional campaigns/programs and related marketing functions, as assigned.
4. Accompany administrator/management and/or other staff members to meeting or conferences to acquire information on planned or developing programs, and participate in staff meeting to coordinate public relations functions.
5. Serve as information source to local, regional and national groups/organizations and/or the press through personal and/or telephone contacts and attendance at off-campus meetings to make presentations if necessary.
6. Gather pertinent marketing information through appropriate marketing research techniques and for development of favorable image through printed and electronic promotional materials and efforts.
7. Design and maintain department website, including adding new pages and implementing new web technologies.
8. Participate in maintenance of program information files to assure that accurate up-to-date information is readily available to staff.
9. Supervise servicing of requests for materials or information and participate in development and maintenance of special interest mailing lists.
10. Assist appropriate administrator in planning, writing, illustration, and layout of publications and be able to assume responsibility for same in absence of administrator.
11. Assist in implementing customer relations programs, as assigned , to maintain a high degree of communication between college/university and various publics.
12. Obtain information concerning programs effectiveness through telephone surveys, questionnaires, opinion polls and other related means.
13. May be required to conduct planned or unplanned tours of the facility and to speak knowledgeable about the total operation.
14. Perform other related duties as assigned.

**Minimum Acceptable Qualifications:**

1. Associate's degree and three years of experience in public relations, marketing, publicity or related field, or Bachelor's degree and one year of experience.
2. Editorial and writing ability.

3. Computer skills, experience with website development, publications management and/or desktop publishing as required by department.
4. Oral and written communication skills.

**Additional Desirable Qualifications:**

1. College major in Creative Writing or Journalism.
2. Artistic ability or knowledge of printing.
3. Marketing and promotional skills.

8/14/00 \_\_\_\_\_  
System Approval

7/1/00 \_\_\_\_\_  
Effective Date

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\*Revised – original approved 1/28/75 and revised 9/28/79 and 7/30/80 as “Publicity Assistant” and 5/8/86 as “Public Relations Assistant”, and 4/22/87 as Public Relations Assistant or Publicity Assistant.

**This document is a generic classification specification of the University System of New Hampshire. Its purpose is to describe the representative responsibilities and general level of complexity, and it is not a substitute for the specific job description of the individual position.**